



October 2018

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October has been a busy and successful month for the project Mashrou3i! We are pleased to announce that 8 Mashrou3i beneficiaries from Tataouine, Medenine and Kebili have received grants of 15,000 TND through the RAED initiative of the Ministry of Vocational Training and Employment. Alongside this financial support, they will also benefit from technical assistance to help develop their businesses.

In early October, Mashrou3i offered 3 entrepreneurs from Kairouan, Gabes and Kebili the opportunity to showcase their products at the SIAT fair in Tunis. During the largest Agribusiness event of the year in Tunisia, Mashrou3i's attendance was actively followed by the media.

While HP LIFE trainers were improving managerial skills of aspiring entrepreneurs in Beja, Kasserine and Kebili, UNIDO's experts have been providing start-ups and existing companies with deep-dive coaching and technical assistance to help them launch and grow their businesses.

And don't forget, you can stay up to date on all our project activities and latest entrepreneur success stories by exploring our website and following our social media pages (Facebook, Twitter and Instagram)!



THIS MONTH'S SUCCESS STORIES

Discover the successful entrepreneurial journeys of Asma, Abdelmagid, Jamel, Farrak and Mohamed who have been supported by Mashrou3i to launch their businesses.



MASHROU3I IN THE PRESS



Learn more about the 3 entrepreneurs who presented their businesses at the SIAT, and their press coverage.

[> READ THE ARTICLE](#)



The digital magazine "Tunisie.co" featured our story of Imane Sayari, a young craftswoman from Medenine.

[> READ THE ARTICLE](#)



Spotlight on 3 successful Mashrou3i entrepreneurs from Siliana, Medenine and Jendouba in "Tunisie Focus".

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Asma Dabbek

Pop Ice, Gabes

Asma's Italian-style ice cream is melting hearts in Gabes!

[> READ HER STORY](#)

#Mashrou3i #UNIDO #TechnicalAssistance
#Marketing #IceCreams #Gabes



Abdelmagid Rakaz

Plasta, Tataouine

Abdelmagid found a profitable niche with his plastic pipeline manufacturing company.

[> READ HIS STORY](#)

#Mashrou3i #HPLIFE #Funding #Industry
#Tataouine



Mohamed Aoual

Tata Meubles, Tataouine

Find out how this tech-savvy entrepreneur is making his furniture stand out from the crowd.

[> READ HIS STORY](#)

#Mashrou3i #UNIDO #Furniture
#AccessToMarkets #Tataouine



Jamel Echaybi

Itkan Alu, Tataouine

Jamel is carving his share in Tataouine's booming aluminium carpentry sector.

[> READ HIS STORY](#)

#Mashrou3i #HPLIFE #Aluminium #Tataouine



Farrak Soltane

Laiterie Le Sultan, Tataouine

Marketing support from Mashrou3i helps Farrak tap into Tataouine's growing dairy sector.

[> READ HIS STORY](#)

#Mashrou3i #Dairy #Marketing
#AccessToMarkets #Tataouine



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SPOTLIGHT ON THIS MONTH'S PROJECT ACTIVITIES



Grants of up to 15,000 TND offered to entrepreneurs in Tataouine, Medenine and Kébili: last month during the RAED ceremony, 8 beneficiaries of Mashrou3i won grants and training to help them grow and develop their businesses.

#Mashrou3i #RAED #Funding

#Tataouine #Kebili #Medenine

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HP LIFE face-to-face in Kasserine: 20 young entrepreneurs from Kasserine received coaching during a 5-day training by our regional experts to prepare their business plan and help them successfully launch their startups.

#Mashrou3i #HPLIFE #F2F

#Entrepreneurship #Kasserine

[>SEE MORE PICTURES ON FACEBOOK](#)



COMING UP IN NOVEMBER

- Discover the amazing story of Selma Lemhamdi, a very active and positive entrepreneur who is training people in laughter yoga in Gabes.
- We start the second round of our Communication Workshops. Around 70 entrepreneurs from 14 regions will receive coaching to improve their communication skills and will take part in exclusive interviews to promote their businesses on regional radio.
- HP LIFE workshops will take place in Kairouan and Beja for aspiring entrepreneurs.

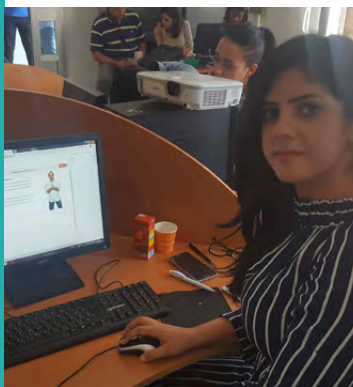


Awareness Day at ESPIMA: UNIDO experts raised awareness of the project Mashrou3i and the HP LIFE online platform among 25 students from ESPIMA business school in Tunis.

#Mashrou3i #HPLIFE

#e-Learning #students #ESPIMA

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New HP LIFE Thematic Table at Zaghouan: Over 15 aspiring entrepreneurs learned more about the HP LIFE program with the help of regional facilitators.

#Mashrou3i #HPLIFE #eLearning

#Entrepreneurs #Zaghouan

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